NUMB. CCXVIII

The SPECTATOR.

...d de quoque viro & cui dicas ſæpe caveto. Hor.

Friday, November 9. 1711.

...appened the other Day, as my Way is, to ...ole into a little Coffee-houſe beyond *Ald-...*; and as I ſat there, two or three very ... ſenſible Men were talking of the SPEC-... One ſaid, he had that Morning drawn the ...ſit Ticket; another wiſhed he had; but ...aked his Head and ſaid, it was pity that ... of that Paper was ſuch a ſort of Man, ... great Matter whether he had it or no. ...ems, ſaid the good Man, the moſt ex... Creature in the World; has run through ... and yet been in continual Want; a ... all he talks ſo well of Oeconomy, unfit ... of the Offices of Life, by reaſon of his ... It would be an unhappy thing to be ..., his Child, or his Friend; and yet he ... well of thoſe Duties of Life as any one. ... Reflection has brought me to ſo eaſy a ... for every thing which is falſe, that this ... Accuſation gave me no Manner of Uneaſi... at the ſame Time it threw me into deep ... upon the Subject of Fame in general; ... not but pity ſuch as were ſo weak, as ... what the common People ſay out of their ...ilkative Temper, to the Advantage and Di... of thoſe whom they mention, without be...ved either by Malice or Good-will. It ... too long to expatiate upon the Senſe all ... have of Fame, and the inexpreſſible ... which there is in the Approbation of wor..., to all who are capable of worthy Acti... but methinks one may divide the general ... Fame into three different Species, as it re... different Orders of Mankind who have ...ing to do with it. Fame therefore may be ...d into Glory, which reſpects the Hero; Re..., which is preſerved by every Gentleman; ... Credit, which muſt be ſupporeed by every ...man. Theſe Poſſeſſions in Fame are dearer ... to theſe Characters of Men, or rather ... Life of thoſe Characters. Glory, while ... purſues great and noble Enterprizes, is ...ible; and all the Aſſailants of his Renown ... ſhew their Pain and Impatience of its Brightneſs, without throwing the leaſt Shade upon it. If the Foundation of an high Name be Virtue and Service, all that is offered againſt it is but Rumour, which is too ſhort-lived to ſtand up in Competition with Glory, which is everlaſting.

Reputation, which is the Portion of every Man who would live with the elegant and knowing Part of Mankind, is as ſtable as Glory if it be as well founded; and the common Cauſe of humane Society is thought concerned when we hear a Man of good Behaviour calumniated: Beſides which, according to a prevailing Cuſtom amongſt us, every Man has his Defence in his own Arm; and Reproach is ſoon checked, put out of Countenance, and overtaken by Diſgrace.

The moſt unhappy of all Men, and the moſt expoſed to the Malignity or Wantonneſs of the common Voice, is the Trader. Credit is undone in Whiſpers: The Tradeſman's Wound is received from one who is more private and more cruel than the Ruffian with the Lanthorn and Dagger. The Manner of repeating a Man's Name, *As Mr.* Caſh, *Oh! do you leave your Money at his Shop? Why do you know Mr.* Searoom? *He is indeed a general Merchant.* I ſay, I have ſeen, from the Iteration of a Man's Name, hiding one Thought of him, and explaining what you hide by ſaying ſomething to his Advantage when you ſpeak, a Merchant hurt in his Credit; and him who every Day he lived litterally added to the Value of his native Country, undone by one who was only a Burthen and a Blemiſh to it. Since every Body who knows the World is ſenſible of this great Evil, how careful ought a Man to be in his Language of a Merchant. It may poſſibly be in the Power of a very ſhallow Creature to lay the Ruine of the beſt Family in the moſt opulent City; and the more ſo, the more highly he deſerves of his Country; that is to ſay, the farther he places his Wealth out of his Hands, to draw home that of another Climate.

In

In this Case an ill Word may change Plenty into Want, and by a rash Sentence a free and generous Fortune may in a few Days be reduced to Beggary. How little does a giddy Prater imagine, that an idle Phrase to the Disfavour of a Merchant may be as pernicious in the Consequence, as the Forgery of a Deed to bar an Inheritance would be to a Gentleman? Land stands where it did before a Gentleman was calumniated, and the State of a great Action is just as it was before Calumny was offered to diminish it, and there is Time, Place, and Occasion expected to unravel all that is contrived against those Characters; but the Trader who is ready only for probable Demands upon him, can have no Armour against the Inquisitive, the Malicious, and the Envious, who are prepared to fill the Cry to his Dishonour. Fire and Sword are slow Engines of Destruction, in Comparison of the Babbler in the Case of the Merchant.

For this Reason I thought it an imitable Piece of Humanity of a Gentleman of my Acquaintance, who had great Variety of Affairs, and used to talk with Warmth enough against Gentlemen by whom he thought himself ill dealt with; but he would never let any thing be urged against a Merchant (with whom he had any Difference) except in a Court of Justice. He used to say, that to speak ill of a Merchant was to begin his Suit with Judgment and Execution. One cannot, I think, say more on this Occasion, than to repeat, That the Merit of the Merchant is above that of all other Subjects; for while he is untouched in his Credit, his Hand-writing is a more portable Coin for the Service of his Fellow-Citizens, and his Word the Gold of *Ophir* to the Country wherein he resides.

By Her Majesty's Company of Comedians.

AT the Theatre Royal in Drury-Lane, this present Friday, being the 9th Day of November, will be presented a Comedy call'd, She Wou'd if she Cou'd. Written by Sir George Etheridge. The Part of Sir Oliver Cockwood to be perform'd by Mr. Dogget, Sir Joslin Jolly by Mr. Estcourt, Courtall by Mr. Wilks, Freeman by Mr. Mills, Rake-Hell by Mr. Bickerstaff, Lady Cockwood by Mrs. Knight, Ariana by Mrs. Porter, Gatty by Mrs. Santlow, Scentwy by Mrs. Saunders.

AT the Queen's Theatre in the Hay-Market, to Morrow, being the 10th of November, will be performed an Opera call'd, Almahide. The Part of Almanzor to be performed by Mrs. Barbier. Boxes 8 s. Pit 5 s. first Gallery 2 s. 6. Upper Gallery 1 s. 6. Boxeron the Stage half a Guinea, two Benches in the Pit rail'd in at the Price of the Boxes

Whereas the House of John Smith Esq; of Beaufort-Buildings in the Strand, was broke open on Friday Morning the 2d of this Instant November, between the Hours of 3 and 4 of the Clock, and one of his Servants shot by a Person concerned in the said Burglary; these are to give Notice, that whoever shall apprehend or discover one or more of the said Burglars, so that he or they may be brought to Justice for the same, shall receive, upon the Conviction of any of the said Burglars, over and above the 40 l. allowed by Act of Parliament, the Sum of 50 l. to be paid by the said John Smith Esq;. N.B. By the Act of the fifth of Queen Anne, any Person concerned in the breaking open Houses, who shall discover two or more of his Accomplices, upon their Conviction is intituled to the Reward of 40 l. given by that Act, and to his Pardon.

Wines to be sold by Retail.

Excellent Red and White Port; and Red and White Lisbon, being neat Wines as they came from the Grape, of the best Growth in Portugal. To be sold by the Importer in a Vault in Brabant-Court in Philpot-Lane, viz. Red and White Port at 5s. per Gallon, or 14l. per Hhd. Red and White Lisbon at 5s. 6d. per Gallon, or 16 l. per Hhd. Attendance will be given every Day.

For SALE by the CANDLE.

On Wednesday the 21st Instant, at Garra- Coffee-house, at 3 in the Afternoon, (only one Cask in a l- Hhds and 3 Tierces of excellent new Clarets, viz. Le Fit, la Tr- gaux, Obrion, and other of the best Growths of France, - and of the true flavour, neat, and not one Hhd sold out of - Imported by the Ship Christina, Borge Hanson Master, - Bourdeaux; now in Vaults in Token-house-yard at the - Leaden-hall Coffee-house in Leaden-hall-street. To be - tasted on Monday and Tuesday, the 19th and 20th, from - from 2 to 5, and all Wednesday the 21st till the time of sale - talogues shall be timely dispersed by Tho. Tomkins, Broker, - ing-lane in Tower-street.

GOWNS for Men and Women, from 7 l. - The Silks, Sattins, and Callicoes they are made of are - Persons that broke, and can be sold much cheaper than - keeper can afford. N.B. Several do pretend under the same - to vend Goods, but the best Choice and great Pennyworths - to be bought at the golden Sugar Loaf right against the - Charing Cross, the Prices being fix'd. All sorts of Satin - quilted Petticoats, Canvis and matted Petticoats for Ladies.

Whereas true French Brandy is hardly to be - in London, unmix'd, at any Price; this is to inform, that a - having some very fine by him left undispos'd, old, - right Brandy, that cost 15s. 3d. a Gallon at first Hand some Time - has caus'd some of it to be put up in Quart and Pint Bottles - and 2s. 6d. Bottles and all; each seal'd with his own Seal, - any from being impos'd on, viz. 2 Flowers de Lys in a Pale - Moon for the Crest. He is not willing, as some have done, - pose himself in this publick Way, and yet desirous Gentlemen - will go to a Price may have it; and to conceal himself - will not so dispose of it at his own House, but hath put it - lar under Mr. Hughes's, Peruke-maker, in George-yard, - street; and Mr. Smith at the Post house in Russel-street, - Garden, who will deliver it out to any one that comes, - depended on to be good, and answer the Character fully.

This Day is publish'd,

An Essay at a plain Exposition of that - Phrase a good Peace. Price 6 d. The 2d Edition of - the South Sea Trade, &c. Price 6 d. Both by the Author of - Just publish'd, Reasons why this Nation ought to put an - this expensive War, &c. The 3d Edition. Price 6d. - of Europe, &c. Price 6 d. Armageddon, or the Necessity - rying on the War, &c. Price 6 d. Sold by J. Baker - ter-Row.

Just Publish'd,

An Account of the Trade in India: - Rules for good Government in Trade, Price Courants, and - With Descriptions of Fort St. George, Acheen, Mesuli, - Canton, Anjengo, Muskat, Gombroon, Surat, Goa, Carwar, - ry, Pangla, Calictu, the Cape of Good-Hope, and St. Helena. - Inhabitants, Customs, Religion, Government, Animals, - To which is added, An Account of the Management of the - in their Affairs in India. By Charles Lockyer. Printed for - thor, and sold by Samuel Crouch, at the Corner of Pope's - Alley in Cornhill.

This Day is publish'd.

An impartial Enquiry into the Management - the War in Spain by the Ministry at home, and into the Conduct - those Generals to whose Care the same has been committed - broad. Collected from many original Letters and Councils - never publish'd before. Together with an Account of the - Embarkations, both of British and Foreign Troops, that have - to Spain or Portugal for the Support of the present War, - stribution of the annual Sums granted by Parliament, and - those Services. Sold by J. Morphew near Stationer's Hall.

Famous Drops for Hypocondriack Melan- Which effectually cure on the Spot, by rectifying the Stomach - Blood, cleansing them from all Impurities, and giving a new - their Ferment, attenuating all viscous tenacious Humours, - make the Head heavy, clog the Spirits, confuse the Mind, and - the deepest Melancholly, with direful Views and black Ideas - comforting the Brain and Nerves, composing the hurried - and introducing bright lively Ideas and pleasant Briskness, - dismal Apprehensions and dark Incumbrance of the Soul, - Intellectuals at Liberty to act with Courage, Serenity, - Chearfulness, and causing a visible diffusive Joy to reign in the - of uneasy Doubts, Fears, &c. for which they may be truly - infallible. Price 3s. 6 d. a Bottle, with Directions. Sold by - Mr. Bell's Bookseller at the Cross-Keys and Bible in Cornhill, - the Royal-Exchange.

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